

# Fontaine Brothers debut commercial

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Duxbury residents may be seeing familiar faces in a new Toyota commercial this week as Luke and Ike Fontaine debuted their first car commercial.

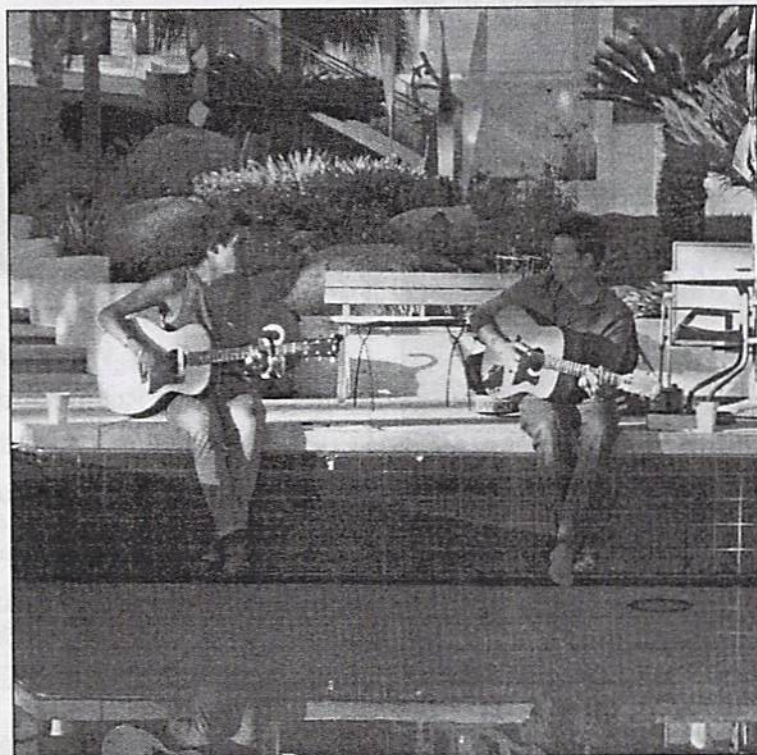
Growing up in Duxbury, the brothers worked at Duxbury Bay Maritime School, teaching sailing, racing and windsurfing. Through windsurfing, the brothers became friendly with one of the daughters of David Tufankjian, the owner of Toyota of Braintree.

"The Tufankjians asked us if we'd be interested in doing a commercial with them and we jumped at the chance," Luke said. "They asked us to write a jingle and we gave it to them the next day."

The brothers, who are currently signed under Mad River Productions as The Fontaine Brothers, wrote and performed the 20 second jingle for the car company's most recent commercial, which can be seen on television and YouTube.

"We had a lot of fun doing it," Luke said. "It's always great to see Duxbury townies helping out other townies."

Luke started playing bass at the age of eight and picked up the guitar and began singing soon thereafter. Ike began playing the guitar and singing at age 8 with his twin brother. At 10 years old, the twins opened up for their dad's local



**The Fontaine Brothers hard at work.**

Photo Courtesy of the Fontaine Brothers

recording with other artists, including X-Factor contestant Jillian Jensen.

Most recently, the brothers have decided to start an independent record label in Duxbury. With all five founders living in town, the brothers believe it is the perfect place to start an independent label.

"Big labels are usually not fair to the artists, especially with percentages," Luke said. "Independent labels are fairer to the artists and help develop their careers; they really care about you as an artist."

hope to release new singles and continue to further their careers in music. They will soon be headed out to L.A., where they will spend a few months writing for a new recording. In May, they will be back in Boston playing at Café 939.